GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1059
ANSWERED ON:08.02.2017
Electronic Media Monitoring Centre
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has issued guidelines to those employed as monitors in the Electronic Media Monitoring Centre (EMMC) on the content that should invite a complaint from them and if so, the details thereof;

(b) the details of the number and nature of complaints that have been made in the last three years, and of any subsequent action that has been taken by the Government or by the party against whom the complaint was made for each of those complaints; and
(c) whether the Government provide training to the employees of EMMC prior to the commencement of their jobs and if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (c): As part of the familiarization programme, Monitors deployed in the Electronic Media Monitoring Center (EMMC) are imparted orientation training for monitoring the content aired on private TV channels as per the Programme and Advertising Codes of the Cable Television Networks Rules, 1994.

The details of action taken against TV channels for violation of Programme and Advertising Codes by the Government during the last three years and current year is enclosed as Annexure.

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